35mm Viewer

Calling Card Camera

Stereo-Kit

359-408
350-40
350/546

1958

NOV 24 1958
U. S. PATENT OFFICE

the taylor-merchant corporation

creators
of
new dimensions
in
sales promotion

359/408

The Taylor-Merchant Story

Originally sales promotion consultants T-M found many of its ideas bore such bumper crops of fruit that it decided to plant an orchard.

Contained herewith are some of the fruits of its labor directed to the ultimate goal of giving your sales promotions the depth and interest they deserve and assuring your budget dollars nine times the results usually obtained by other forms of advertising.*

Our trained and experienced staff is at your entire disposal to assist you in planning the most effective and unusual sales promotion dictated by your specific needs.

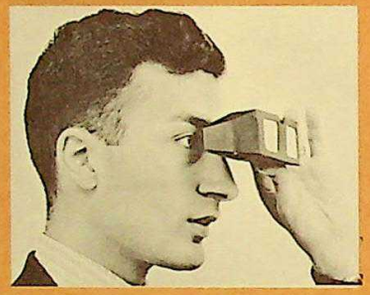
Challenge us with your promotional problems, be it live elephants or solid gold tooth picks and we will deliver—and put them to the best use also.

A cross section of industries using T-M comprises, in part, leaders of the brewing, liquor, transportation, paper, appliance, fashion, publications, television, and steel industries. We have done important work for giants, individuals and the small business man—all in fact who have an eye on the future—the future of increased business.

* Surveys have shown that the T-M products and presentations are retained and shown to an average of nine other persons by the recipient.

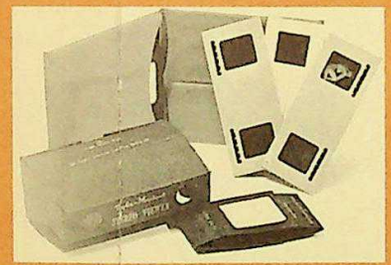
350-546

Stereo-Kit



Stereo Viewer

- Accommodates all standard stereo slides.
- Foldable — wafer thin — mailable in envelope-unbreakable —no assembly necessary.
- Durable heavy duty manila construction (less than ½ oz.) it's guaranteed.
- Optical GLASS LENSES (not plastic) precision—distortion free—(life like) with unique built in focusing device.
- Your advertising message can be imprinted on slides, viewers or wallets.
- Available with or without prestige adding bill fold type wallet that accommodates up to 12 slides.



t-m duplication service

Highest quality at lowest cost

Taylor-Merchant maintains a color laboratory producing quality stereo, 35mm duplicate color transparencies, and film strips and employs a revolutionary new method which assures perfect reproduction of color and depth never before achieved.

- Unsurpassed quality duplicate transparencies from your originals in famous heavy duty T-M cardboard mounts designed to withstand even the most rugged use.
- Fast reliable service on all orders with an especially efficient set up for large volume runs.
- Reductions from larger originals are FREE.
- Original color and stereo photography, if desired, by the finest and most experienced commercial photographers at our studios or on location with a wide selection of models available.

t-m stereo sales presentation

An attention demanding sales aid years ahead in the sales promotion and advertising field

The T-M folding viewers contain many outstanding features comparable to those used only on expensive viewers.

A valuable sales aid of lasting interest. Because of its unique quality any product or service introduced through this medium will obtain many times the audience as would a color brochure that is usually discarded all too soon.

When used with the T-M wallet that also accommodates up to 12 slides of your product, you have the most compact, effective and inexpensive sales promotion package ever offered.

Wallets are available in many colors, grains and textures all excellently suited for imprinting your message—trade mark—name etc.

t-m folding 35mm slide viewer presentation

Popular low cost full color mailing kit

For the ultimate in LOW LOW BUDGET planning where NO 3D is required, the T-M 35mm Folding Slide Viewer offers the same outstanding features including the unique built in focusing device as the T-M stereo viewer. It is primarily designed for viewing 35mm color transparencies. A wonderful, exciting way to present your product—nothing compares with the color quality and depth of slides when used with the T-M 35mm Folding Slide Viewer. Like the T-M Folding Stereo Viewer, it is also available with its own attractive kit wallet which accommodates up to 12 transparencies.

350-70

Pocket Microscope

88/39 1958

t-m vest pocket microscope

A phenomenal precision instrument with 150x power magnification
By far, the most inexpensive microscope ever introduced on the market.

Suitable as educational premium, also sales aid for pharmaceutical, textile, cosmetic, medical promotion work.

- Precision high power hand ground polished glass lens.
- Only the size of a 50c piece, it slips conveniently in watch pocket.
- Attractively packaged.
- Not a toy but a precision instrument with simple non-technical operation.
- 3 blank specimen slides packed with each microscope. Prepared specimen slides available.

For further information write on your letterhead or call the

taylor-merchant corp.
48 West 48th St., N. Y. 36, N. Y.
PLaza 7-7700
Cable Address: "TAYLORMERC NEWYORK"

All items listed in this folder, with the exception of duplicate slides, are fully and in part protected by patents. All items listed are sold on a world wide basis through the Taylor-Merchant Corporation only. Inquiries for nearest sales representatives or distributorships should be directed to their New York Office.

Calling Card Camera

t-m disposable calling card camera

Destined to take its place with the matchbook in advertising prominence

The size of a business card, the appearance of a book of matches, this camera is a new and unique advertising and promotional medium and premium item that will carry your sales message and open doors for you.

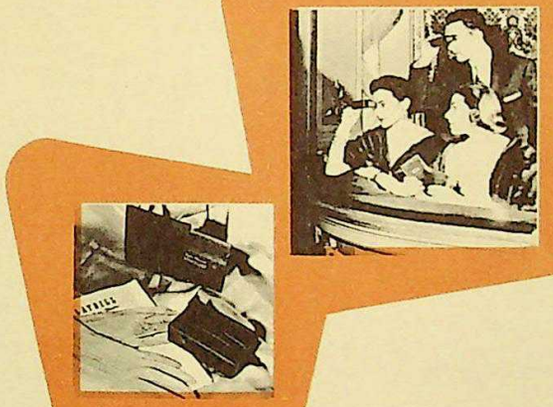
The outer surface is utilized for your advertising imprint. Priced at less than your Sunday newspaper it takes an excellent 1 ½" x 2 ¼" picture suitable for enlargement. Can be developed and printed by any local photo or drug store.

- Comes loaded with film ready for operation—basically a one shot camera, it can be reloaded.
- Precision engineered — fixed focus from one foot to infinity. Ingeniously simple shutter—any child can operate.
- Especially designed wide angle aperture reduces margin for error.
- Unlimited uses—door opener, gimmick mailing, give away, display or sales contest, sales aid, can be carried in pocket or car at all times.
- Self liquidating Premium.
- Any one of thousands of promotions beginning with—"Picture Yourself—(in your new car)—(in our hotel)—" can be applied to your product or service.

Billfold Binoculars

t-m billfold binoculars

3 power precision product



The latest and most unusual T-M creation to carry your advertising message to theaters, ball parks, sporting arenas, race tracks, cruises or even bird watchers. This novel and unusual item bids fair to make carrying binoculars as common as carrying cigarettes. The attractive wallet which comes with the binoculars is ideally suited for imprinting your advertising message and to bring home your slogan.

- 3X magnification (one half a power more than standard opera glasses) and an extra wide field.
- Foldable—wafer thin—mailable in its own attractive wallet. Fully assembled.
- Durable heavy duty manila construction yet weighs only 1 ounce.
- Precision—distortion free—optical glass lenses, with unique built in focusing device.
- Unusually effective yet inexpensive ideal self liquidating premium.

359-408
350-70
350546 1958

NOV 24 1958
U. S. PATENT OFFICE

the taylor-merchant corporation

creators of new dimensions in sales promotion

359/408